Moving the Needle with **Data Analytics** in the **Pharma Value Chain**
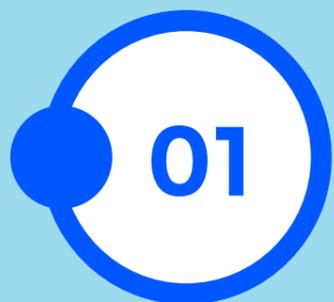
Drug Research and Development

Data analytics is assisting the pharmaceutical industry with information mining and drug discovery. Technologies like computer vision are helping researchers identify alternatives to existing drugs.

Clinical Trial Analytics

Pharmaceutical leaders can use data analytics to accelerate clinical trials by identifying, and evaluating various data points, such as participant's demographic, past details, and by monitoring patient health information.

Cost-Effective Drug Manufacturing

Data analytics can help in overcoming the difficulties associated with drug manufacturing. This can reduce development time, lower costs, and produce medications at every stage of the process.

Sales and Marketing

For pharmaceutical companies to remain competitive, monitoring the efficacy of the sales and marketing pipeline is crucial. Pharma data analytics can help businesses increase customer engagement and drive sales.

Managing Patient Data

Healthcare organizations can examine the effectiveness of a drug or treatment by tracking a patient's health in real-time. Collection of proper patient data allows for better understanding of the effectiveness of a drug.
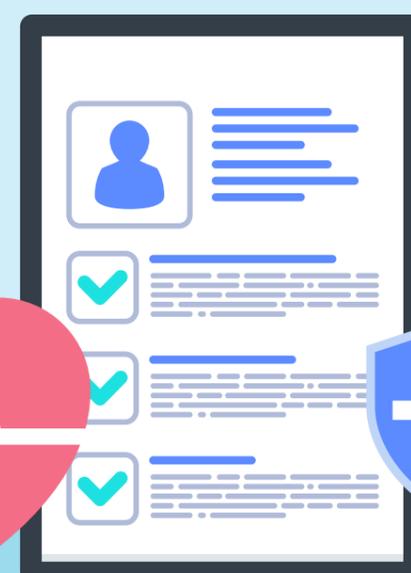
Prevents Adverse Effects

Any newly launched drug can have adverse effects on patients. Applying data analytics to pharmaceutical processes can predict and prevent side effects. This will result in revamped production processes & ensure safety.

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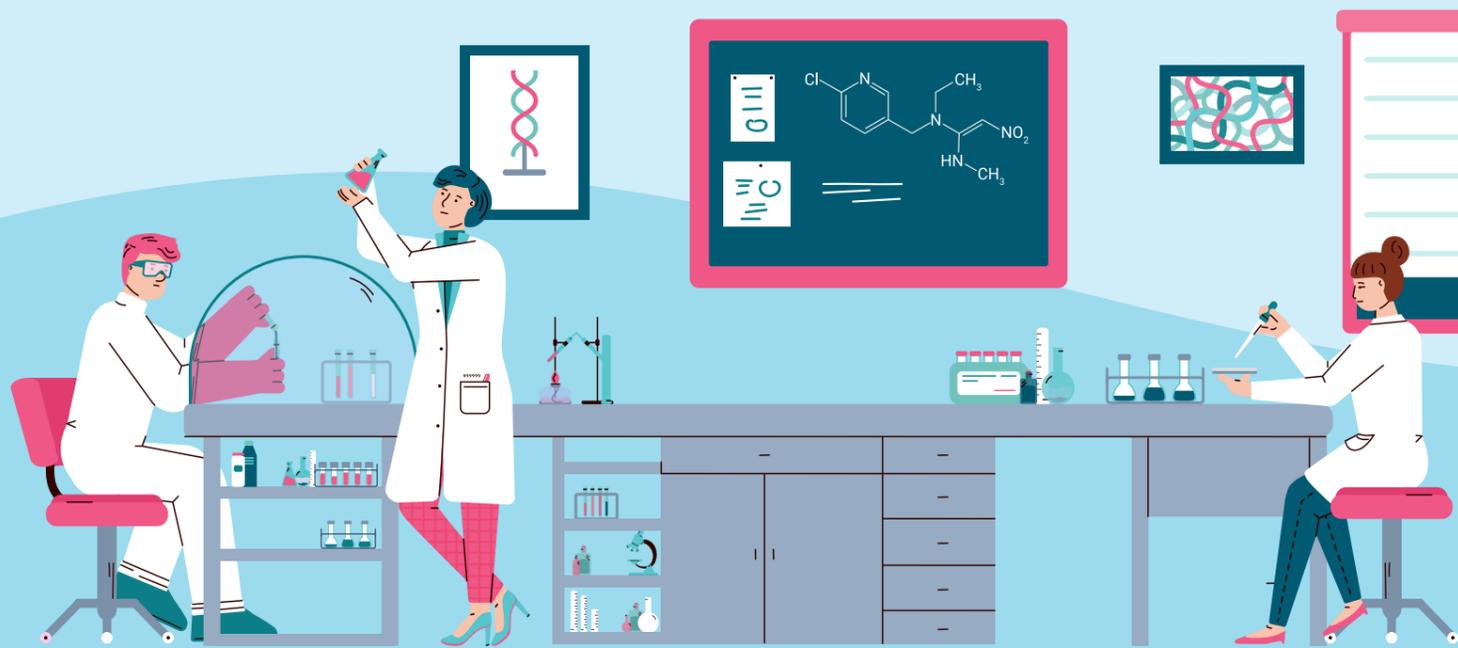
Regulatory Compliance

Pharma companies mask clinical trial patient data to comply with regulations like EMA 0070 or GDPR. Automated data anonymization tools can help protect confidential information and help publish fast and accurate clinical trial reports.

Predictive Analytics

Certain parts of medical equipment, such as MRI scanners, deteriorate over time. Predictive analytics, combined with IIoT sensors, can help factory floor managers forecast when malfunctions are likely to occur and prevent breakdowns.

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